

# **Plaintiffs' Exhibit 72**

**To:** [REDACTED] Stewart-Curry, Dean E CIV USN (USA)[Dean.Stewart-Curry@navy.mil]; [REDACTED]  
**Cc:** [REDACTED] USN COMNAVCRUITCOM MIL  
[REDACTED] (USA) [REDACTED] USN  
COMNAVCRUITCOM MIL ( [REDACTED]  
**From:** Owens, Allen M Jr CIV USN COMNAVCRUITCOM MIL (USA)[/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=8AAEDD1FAEF546ABA09D12D1640C031D-ALLEN.M.OWE]  
**Sent:** Mon 8/22/2022 6:18:02 PM (UTC)  
**Subject:** FW: Q4 2022 Navy Media Incremental Recommendation  
[Navy 4Q22 Tactical Media Reco INCREMENTAL emailed 8.22.22.pptx](#)  
[NAVY July Sept total \\$11M spend Campaign Flowchart 8.22 for Allen.xlsx](#)  
[smime.p7s](#)

Sandra,

Looks good, approved. Thanks!

V/r  
Allen

-----Original Message-----

**From:** [REDACTED]  
**Sent:** Monday, August 22, 2022 12:45 PM  
**To:** [REDACTED]  
**Cc:** [REDACTED]; [REDACTED]  
**Subject:** [URL Verdict: Neutral][Non-DoD Source] Q4 2022 Navy Media Incremental Recommendation

Allen

How are you? Attached please find our recommendation for the additional \$2M being applied to Q4 - specifically Sept 2022. We've also updated and attached the flowchart with the incremental.

Please let us know if you have questions prior to approval.

Thanks  
Sandra

[REDACTED]  
Managing Partner, Group Director

3 World Trade Center  
New York, NY 10007, USA  
<https://usg01.safelinks.protection.office365.us/?url=http%3A%2F%2Fwww.wavemakerglobal.com%2F&data=05%7C01%7> %7C38c12  
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For more information on our business ethical standards and Corporate Responsibility policies please refer to WPP's website at  
<https://usg01.safelinks.protection.office365.us/?url=http%3A%2F%2Fwww.wpp.com%2FWPP%2FAbout%2F&data=05%7C01%7C128d12a9c4841049e08da8466b613%7Ce3333e00c8774b87b6ad45e942de1750%7C0%7C0%7C637967874175677473%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTil6lk1haWwiLCJVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=QKY9j9JDyUaghkil4cLc3rux8nWJhj6tiDc9EOk5mOU%3D&reserved=0> %7C38c



## Q4 2022 Incremental [REDACTED] Media Plan

To be applied to N0018922FZ486 (mod)

Incremental Media to run in Sept 2022

Media channels: Video/Display, Social

## Digital Video/Display

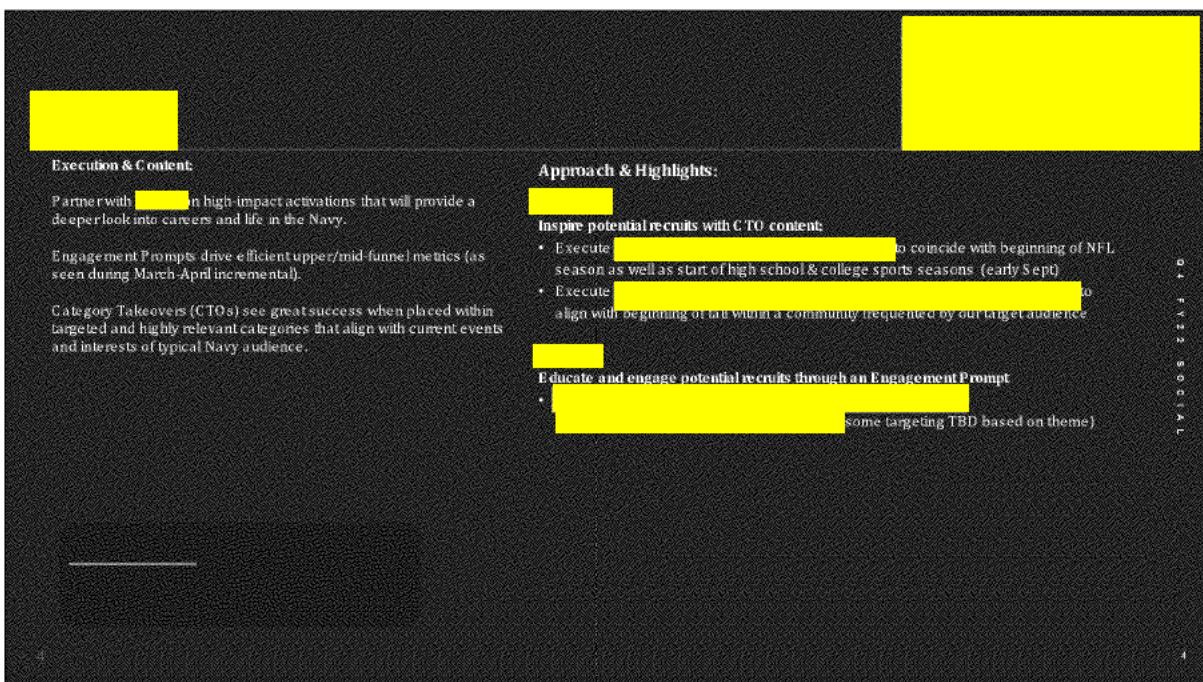
### VIDEO/DISPLAY - [REDACTED]

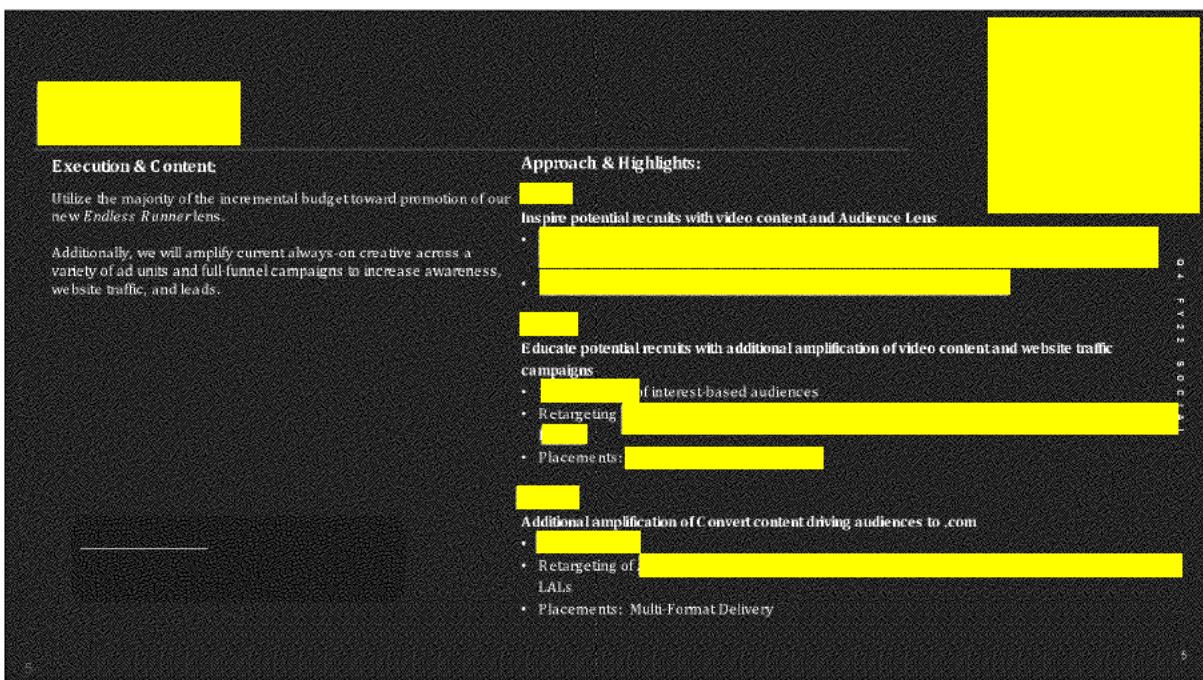
- \* [REDACTED]
  - o Increase spend in tactics that are most efficient and drive the most engagement as we near the end of the fiscal
  - o Mix of efficient banners, OLV, and CTV to drive reach to our key audiences
- \* [REDACTED]
  - o Run a [REDACTED] 9/15 – 9/18 to surround Hispanic Heritage Month and reach mass numbers of viewers with our [REDACTED] video
  - o Incorporate a [REDACTED] video into our [REDACTED] campaign - this will allow us to put paid support behind our [REDACTED] video
- \* Amazon:
  - o Run video ads across Amazon's DSP where we have historically seen our videos perform well. We will be targeting users who are [REDACTED]

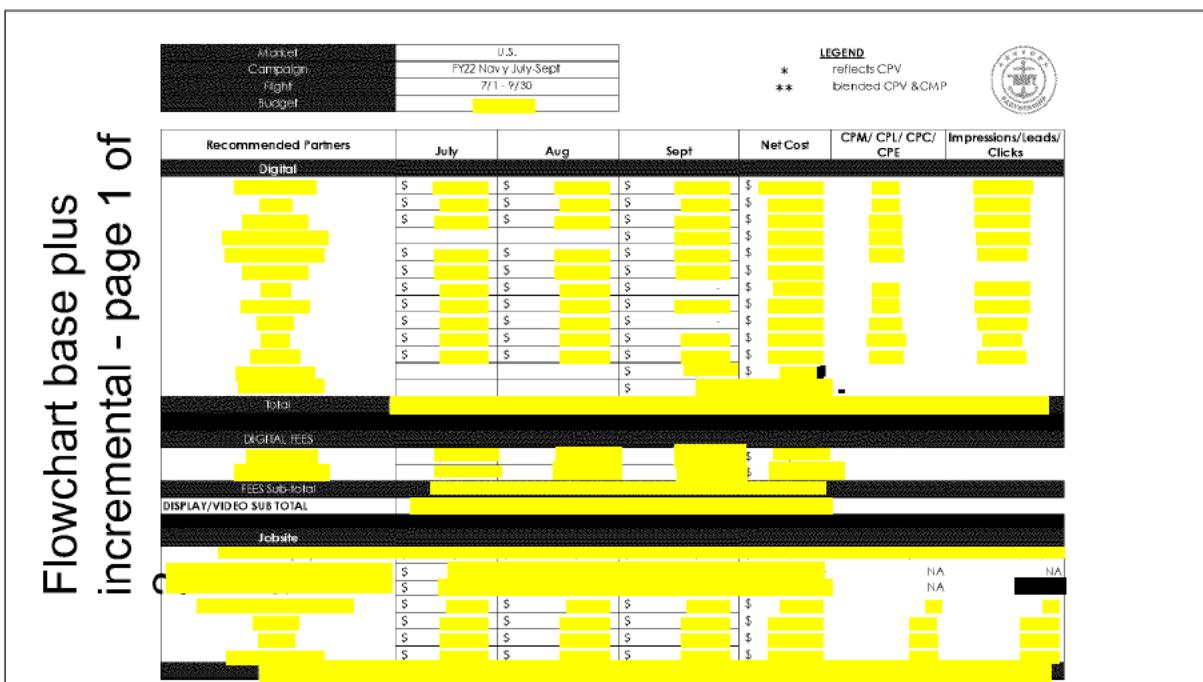
### Subscription Services - [REDACTED]

- \* [REDACTED]
  - o Renew our annual [REDACTED] subscription
- \* [REDACTED]
  - o Renew our annual [REDACTED] subscription

### Ad Serving [REDACTED]







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NAVY-ADS-0000045204

